

ORIGINAL  
Sheila Stoeller

E-01345A-08-0172



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**From:** Sheila Stoeller on behalf of Mayes-WebEmail  
**Sent:** Tuesday, September 22, 2009 10:57 AM  
**To:** 'Mark G.'; Kennedy-Web; Mayes-WebEmail; Newman-Web; Pierce-Web; Stump-Web  
**Cc:** Kristin Mayes; Giancarlo Estrada  
**Subject:** RE: APS Rate Increase Request Input

RECEIVED

2009 SEP 22 P 1:44

Good morning, Mr. Gogan,

Thank you for your email to Commissioner Mayes and all the Commissioners. We appreciate your interest and will be docketing your email in the APS rate case file.

Your various points will be noted by all who read the file. Thank you again for your attention to the details of this case.

Sheila Stoeller  
Executive Aide to  
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Arizona Corporation Commission  
DOCKETED

**From:** Mark G. [mailto:[mark.gogan@azcc.gov](mailto:mark.gogan@azcc.gov)]  
**Sent:** Sunday, September 20, 2009 3:22 PM  
**To:** Kennedy-Web; Mayes-WebEmail; Newman-Web; Pierce-Web; Stump-Web  
**Subject:** APS Rate Increase Request Input



Dear Commissioners,

I just finished reviewing the APS Rate Increase Docket proposed by APS and I must say they put a great deal of time and effort into making their case for an increase. Though it appears on the surface that they've been dealt a bad hand from the deck, I feel that they have brought this financial crisis (perceived or not) upon themselves over the years through poor management, poor choices, and internal complacency.

For them to make this rate increase request on the backs of those who need their services, in order to refill their coffers, seems disingenuous at best. Were all hurting from the financial shortfalls of the current economic situation yet we have nowhere to turn in order to increase *our* coffers. This is obviously and unsustainable proposal that gets us all nowhere fast.


It seems to me the only way APS is going to make real and efficient change is by creating a situation that compels them to. Approving a rate increase that will make it more difficult for Arizona residence to thrive and prosper will only delay our recovery further and give APS a reason to continue doing business in a corporate culture that seems to be more about profits than people. We're all trying to survive out here and we need all the help we can get from these types of increases when we're least able to afford them.

Every month I review my APS bill and wonder how their getting away with the nickel-and-dime fee's their currently imposing on us. APS needs to create a rate increase by cutting its costs, not by increasing our already strained household expenses. What they need is an incentive to start installing solar panels on business and residential rooftops and get away from traditional power delivery. Rate increases will only encourage them to continue doing business-as-usual. If this state is ever going to get beyond solar technology lip-service we must discourage the old ways of delivering energy to our homes, public buildings, and commercial community. It's time for solar technology in Arizona and we need a utility company that understands that concept, and is willing to make that happen through collaborative efforts with

- the appropriate government agencies and private investors. If their credit rating has been lowered to a "junk" status, maybe it's time someone else steps in who knows how to make lemonade from lemons.

Sincerely,

Mark Gogan

  
Phoenix, AZ 85086

  
Email: 